

## SEARCH REQUEST FORM

Requestor's Name: Forest Thompson Serial Number: 09/216,206  
Date: 2/11/00 Phone: 306-5449 Art Unit: 2763-

### Search Topic:

Please write a detailed statement of search topic. Describe specifically as possible the subject matter to be searched. Define any terms that may have a special meaning. Give examples or relevant citations, authors, keywords, etc., if known. For sequences, please attach a copy of the sequence. You may include a copy of the broadest and/or most relevant claim(s).

Abstract Attached

Inventor: Kay, Heidi  
Fradin, Russell

Application Date: 12/18/98

Priority Date:

Assignee: { Optimized Internet Advertising Using History to

Title: { Select sites

### Key words

Internet server  
bid selection  
advertisement  
database  
world wide Web  
network  
web page  
view advertisement  
scheduling advertisement  
bid selection for presenting advertisement

### Description:

A system and a method that includes a Web server which stores advertisements in databases, bidding agents which submit bids to display advertisements in view <sup>opportunities</sup> ~~operations~~ which have certain specifications, and bid selection logic which accepts a bid for each particular view operation. View <sup>opportunity</sup> ~~operation~~ is the presentation of an advertisement to a viewer. The frequency of advertisements is increased on sites that proved effective, and decreased on ones that have a lower effectiveness.

### STAFF USE ONLY

Date completed: \_\_\_\_\_  
Searcher: \_\_\_\_\_  
Terminal time: \_\_\_\_\_  
Elapsed time: \_\_\_\_\_  
CPU time: \_\_\_\_\_  
Total time: \_\_\_\_\_  
Number of Searches: \_\_\_\_\_  
Number of Databases: \_\_\_\_\_

#### Search Site

\_\_\_\_ STIC  
\_\_\_\_ CM-1  
\_\_\_\_ Pre-S

#### Type of Search

\_\_\_\_ N.A. Sequence  
\_\_\_\_ A.A. Sequence  
\_\_\_\_ Structure  
\_\_\_\_ Bibliographic

#### Vendors

\_\_\_\_ IG  
\_\_\_\_ STN  
\_\_\_\_ Dialog  
\_\_\_\_ APS  
\_\_\_\_ Geninfo  
\_\_\_\_ SDC  
\_\_\_\_ DARC/Questel  
\_\_\_\_ Other